TABLE NO. [ ]

MULTIMEDIA UNIVERSITY

STUDENT ID NO. [ ][ ][ ][ ][ ][ ][ ][ ][ ][ ]

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2015/2016

TIS 3391– INFORMATION SYSTEMS PLANNING

(All Sections / Groups)

10 MARCH 2016
9:00 a.m. – 11:00 a.m.
(2 Hours)

Question	Marks
Total (60%)	

INSTRUCTION TO STUDENT

a. This Question paper consists of **TWELVE** pages with **SEVEN** questions only.
b. Answer any **SIX** out of the **SEVEN** questions.
c. If you answer all questions, **ONLY** the FIRST six questions will be marked.
d. Each question carries **10 marks** and the maximum marks allotted are **60 marks**.
e. Please print all your answers **clearly** and **neatly** in the specified **ANSWER BOX** provided for each question.

Question No. 1

a. Provide an example of how a business function with which you are familiar (e.g., sales, marketing, finance, operations/production, accounting, human resources) utilizes IT for operational and/or strategic purposes.

(3 marks)

b. Describe with examples how you personally use information technologies differently than you did just a few years ago.

(3 marks)

Continued...

c. What are the advantages and disadvantages of using direct access files versus using sequential access files? Why do organizations prefer to use sequential access files today?

(4 marks)

Question No. 2

a. What are the primary reasons for networking among computers and computer-related devices?

(3 marks)

Continued...

b. Discuss the advantages and disadvantages of wireless communication, such as Bluetooth and wireless LANs, compared to wired communication. Will wireless communication become more or less important in the future? Why?

(4 marks)

c. What is a data model? What does it contain? What are the objectives of data modeling?

(3 marks)

Continued...

Question No. 3

a. Describe the fundamental differences between batch processing and online processing. What is in-line processing?

(3 marks)

b. What is service-oriented architecture, and how does it relate to Web services?

(4 marks)

Continued...

c. Why might companies today develop IS operational plans that cover only one year?

(3 marks)

Question No. 4

a. What are the major implications for the business manager if an assessment of current practices indicates substantial inconsistency in the information vision and IT architecture for the company? What are the major implications for the IS leaders?

(3 marks)

Continued...

b. If you were offered the position of a Chief Security Officer for a large organization, what reporting relationship would you want? Under what circumstances do you think a reporting relationship to the Chief Information Officer is the best choice?

(3 marks)

c. Explain two examples of computer crime.

(4 marks)

Continued...

Question No. 5

a. Describe the importance of documentation under systems development life cycle (SDLC) methodology, including its usage as a form of communication.

(4 marks)

b. What are the major trade-offs in a make-or-buy decision?

(3 marks)

Continued...

c. Describe the role of the vendor for each of the three phases of the purchasing life cycle?

(3 marks)

Question No. 6

a. What are the roles of the business manager's project sponsor and project champion, and why are they important?

(4 marks)

Continued...

b. What is a balanced scorecard approach, and why might it be useful for measuring overall information systems performance?

(3 marks)

c. Explain briefly two of the global IS management challenges that face IS leaders today?

(3 marks)

Continued...

Question No. 7

a. What is meant by the term *identity theft*? What can happen to a person who is the victim of identity theft?

(3 marks)

b. What is the difference between a copyright and a patent on a computer program?

(3 marks)

Continued...

c. In reference to a company sharing information that it has collected about a customer, what is meant by "opt-in" and "opt-out"? In your opinion, which of these is preferable?

(4 marks)

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